

eBOOK READER : A COMPARISON ON PERCEIVED USEFULNESS AND EASE OF USE

A dissertation submitted in partial fulfilment of the requirements for the award of
the degree of Master of Science (Information Technology) in the
Faculty of Information Technology, Universiti Utara Malaysia.

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ABSTRAK

Kajian ini adalah berkaitan dengan pengukuran persepsi kanak-kanak Malaysia terhadap jenis-jenis pembaca buku elektronik Perpustakaan Digital Kanak-Kanak Antarabangsa (ICDL). ICDL telah beroperasi menggunakan lima jenis pembaca buku elektronik iaitu *standard*, *comic strip*, *spiral*, *plus* dan *Adobe*. Teori Penerimaan Teknologi oleh Davis (1989) telah pun digunakan dalam kajian ini untuk mengenalpasti persepsi kanak-kanak Malaysia terhadap pembaca buku elektronik jenis *standard* dan *comic strip*. Davis (1989) berpendapat bahawa sesuatu teknologi itu akan diterima atau ditolak berdasarkan dua faktor; kebergunaan dan kemudahan. Oleh kerana kajian ini menjurus kepada pembaca buku elektronik ICDL, maka kerjasama di antara penyelidik dengan ICDL adalah amat perlu dan sebuah buku elektronik berbahasa melayu telah pun diterbitkan untuk tatapan umum di ICDL. Dalam proses mendapatkan data, borang soal selidik telah diedarkan untuk mendapatkan maklum balas kanak-kanak. Kajian yang melibatkan 35 orang kanak-kanak mendapati kedua-dua skala jangkaan kebergunaan dan jangkaan kebolehgunaan ini mempunyai nilai kebolehpercayaan yang tinggi (Cronbach's Alpha >0.7). Kajian dijalankan melibatkan 35 pelajar sekolah rendah di negeri Terengganu. Analisa jawapan soal selidik dibentang dan hasil kajian menunjukkan bahawa kanak-kanak berpendapat pembaca buku elektronik jenis *comic strip* adalah lebih berguna daripada jenis *standard* tetapi mereka berpendapat bahawa pembaca buku elektronik jenis *standard* adalah lebih mudah untuk digunakan berbanding jenis *comic strip*. Hasil kajian juga mendapati tiada perbezaan yang signifikan dalam persepsi pengguna antara jantina, kumpulan umur, dan pengalaman komputer terhadap jangkaan kebergunaan dan jangkaan kemudahan pembaca buku elektronik ICDL.

ABSTRACT

This report discusses a study that related with measuring Malaysian children perception towards International Children Digital Library eBook reader types. ICDL operates using five types of eBook reader; standard, comic strip, spiral, plus and Adobe. Davis' Technology Acceptance Model (TAM) (1989) is used in this study to identify Malaysian children perception towards standard and comic strip eBook reader types. Davis believes whether that particular technology is accepted or rejected based on two factors; usefulness and ease of use. Since this research is focuses on ICDL eBook reader, thus collaboration with ICDL is required and one Malay eBook has been published and ready for viewing in ICDL. For data gathering process, questionnaire had been distributed to get children response. Results from a pilot test involving 35 children reveal that both usefulness and ease of use scales are highly reliable (Cronbach's Alpha > 0.7). An experiment has been conducted with a sample of 35 primary school student in the state of Terengganu. Results from the analysis show that children perceived comic strip reader as more useful compared to with standard reader but they perceive standard reader as easier to use compared with comic strip reader. Test results also show that gender, age group, and computer experience have no significant influence on users' perceptions on usefulness and ease of use on ICDL eBook readers.

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DEDICATION

To both my loving parent and siblings.

TABLE OF CONTENTS

CERTIFICATION OF THESIS WORK

PERMISSION TO USE

ABSTRACT (BAHASA MALAYSIA)	i
-----------------------------------	---

ABSTRACT (ENGLISH)	ii
---------------------------	----

ACKNOWLEDGEMENT	iii
------------------------	-----

DEDICATION	iv
-------------------	----

LIST OF TABLES	viii
-----------------------	------

LIST OF FIGURES	x
------------------------	---

LIST OF ABBREVIATIONS	xi
------------------------------	----

CHAPTER 1: BACKGROUND OF THE STUDY

1.1	Introduction	1
-----	--------------	---

1.1.1	eBook	3
-------	-------	---

1.1.2	International Children Digital Library (ICDL)	4
-------	---	---

1.2	Problem Statement	6
-----	-------------------	---

1.3	Research Objective	7
-----	--------------------	---

1.4	Significance of the Research	7
-----	------------------------------	---

1.5	Assumptions, Scopes and Limitations of the Research	8
-----	---	---

1.6	Report Structure	9
-----	------------------	---

CHAPTER 2: LITERATURE REVIEW

2.1	Introduction	10
-----	--------------	----

2.2	eBook	11
-----	-------	----

2.2.1	Definition of eBook	11
-------	---------------------	----

2.2.2	Types of eBook	12
-------	----------------	----

2.2.3	ICDL eBook Reader Types	16
-------	-------------------------	----

2.3	Technology Acceptance Model (TAM)	20
2.4	Chapter Summary	24
 CHAPTER 3: RESEARCH METHODOLOGY		
3.1	Introduction	25
3.2	Phases of the Study	26
3.3	Phase 1: Literature Study	27
3.4	Phase 2: eBook Publishing	27
3.5	Phase 3: Data Collection	30
	3.5.1 Data Collection Preparation	31
	3.5.2 Pilot Test	33
	3.5.3 Questionnaire	33
3.6	Phase 4: Data Analysis	34
3.7	Phase 5: Conclusion, Discussion and Recommendation	35
3.8	Chapter Summary	36
 CHAPTER 4: RESULTS AND FINDINGS		
4.1	Usefulness of Standard and Comic Strip reader types	37
	4.1.1 Usefulness and Gender	38
	4.1.2 Usefulness and Computer Experience	40
	4.1.3 Usefulness and eBook Reading Experience	41
4.2	Ease of Use of Standard and Comic Strip reader types	43
	4.2.1 Ease of Use and Gender	44
	4.2.2 Ease of Use and Computer Experience	45
	4.2.3 Ease of Use and eBook Reading Experience	47
4.3	Chapter Summary	48

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.1	Conclusion	49
5.1.1	Perceived Usefulness	50
5.1.2	Perceived Ease of Use	53
5.2	Recommendation	56

REFERENCES	58
-------------------	----

APPENDICES

Appendix A:	Email From ICDL Group Members
Appendix B:	ICDL Metadata Form
Appendix C:	Permission to Conduct the Research from Malaysian Ministry of Education

LIST OF TABLES

TABLE 2.1:	Summary for the ICDL eBook Reader Types	20
TABLE 2.2:	Summary of Previous TAM Studies	22
TABLE 3.1:	ICDL Scanning Requirement	29
TABLE 3.2:	ICDL Naming Convention	29
TABLE 3.3:	Pilot Study Reliability Analysis –Scale (Alpha)	34
TABLE 3.4:	Respondents Profile – Gender	35
TABLE 3.5:	Respondents Profile – Computer Experience	35
TABLE 3.6:	Respondents Profile – eBook Reading Experience	35
TABLE 4.1:	Frequencies Statistics for Perceived Usefulness for Standard and Comic Strip Reader Types	38
TABLE 4.2:	Perceived Usefulness of Standard Reader for Gender	38
TABLE 4.3:	Perceived Usefulness of Comic Strip Reader for Gender	39
TABLE 4.4:	Perceived Usefulness of Standard Reader for Computer Experience Group	40
TABLE 4.5:	Perceived Usefulness of Comic Strip Reader for Computer Experience Group	40
TABLE 4.6:	Perceived Usefulness of Standard Reader for eBook Reading Experience Group	41
TABLE 4.7:	Perceived Usefulness of Standard Reader for eBook Reading Experience Group	42
TABLE 4.8:	Frequencies Statistics for Perceived Ease of Use for Standard and Comic Strip Reader Types	43
TABLE 4.9:	Perceived Ease of Use of Standard Reader for Gender	44
TABLE 4.10:	Perceived Ease of Use of Comic Strip Reader for Gender	44
TABLE 4.11:	Perceived Ease of Use of Comic Strip Reader for Computer Experience Group	45

TABLE 4.12:	Perceived Ease of Use of Comic Strip Reader for Computer Experience Group	46
TABLE 4.13:	Perceived Ease of Use of Standard Reader for eBook Reading Experience Group	47
TABLE 4.14:	Perceived Ease of Use of Comic Strip Reader for eBook Reading Experience Group	47
TABLE 5.1:	Frequencies Statistics for Perceived Usefulness and Ease of Use for Standard and Comic Strip Reader	49
TABLE 5.2:	Frequencies Statistics for Perceived Usefulness for Standard and Comic Strip Reader for Gender	50
TABLE 5.3:	Perceived Usefulness for Standard and Comic Strip Reader for Computer Experience	51
TABLE 5.4:	Perceived Usefulness for Standard and Comic Strip Reader for eBook Reading Experience	52
TABLE 5.5:	Frequencies Statistics for Perceived Ease of Use for Standard and Comic Strip Reader for Gender	53
TABLE 5.6:	Perceived Usefulness for Standard and Comic Strip Reader for Computer Experience	54
TABLE 5.7:	Perceived Usefulness for Standard and Comic Strip Reader for eBook Reading Experience	55

LIST OF FIGURES

FIGURE 2.1:	Standard Reader Types	17
FIGURE 2.2:	Comic Strip Reader Types	18
FIGURE 2.3:	Spiral Reader Types	19
FIGURE 2.4:	Technology Acceptance Model (TAM)	21
FIGURE 3.1:	Summary of the Methodology	26

LIST OF ABBREVIATION

CD	Compact Disc
CD ROM	Compact Disc Read Only Memory
DVD	Digital Video Disc
eBook	Electronic Book
eLearning	Electronic Learning
eStorybook	Electronic Storybook
EPRD	Education Planning and Research Division
HTML	Hyper Text Markup Language
ICDL	International Children Digital Library
ICT	Information and Communication Technology
IT	Information Technology
PDA	Personal Digital Assistant
PDF	Portable Document Format
PEOU	Perceived Ease of Use
PU	Perceived Usefulness
SED	State Education Department
SK	Sekolah Kebangsaan
SPSS	Statistical Package for Social Science
TAM	Technology Acceptance Model
URL	Uniform Resource Locator
USIMLS	United States Institute for Mesuem and Library Services
USNSF	United States National Science Foundation

CHAPTER 1

BACKGROUND OF THE STUDY

In this chapter, the researcher begins with the introduction of several important players that included in this research. It begins with a briefing of eBook, the most important stakeholder in the whole research. Later on, the researcher will go more deeply about eBook in the next chapters. An introduction on International Children Digital Library (ICDL) also included in this chapter as one of the important player apart from eBook. After introduce the big players, the researcher continues with problem statement, research objective, significance of the research and last but not least assumptions, scope and limitations of the research.

1.1 Introduction

A few years ago, many parents were shocked with the schooling environment in Malaysia. Local newspaper reports mentioned that schooling environment in Malaysia was burdening our students. As the time goes by, the requirement to produce an excellent student become a challenging task for the teachers. In order to produce an excellent student, they have to prepare themselves and their student with plenty of knowledge. In order to achieve this target, the use of textbooks alone was

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the thesis is for
internal user
only

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